

## *So... You want to be on Television! ~~Some helpful tips . . .*

If you've never been on television before, you may be a little nervous. That's natural, but there are some things you can do to assure that you make the best possible appearance.

The key to looking good on TV is self-confidence. Be sure that you have something to say, that you say it with self-assurance, and that you show excitement and concern for your subject.

A nice appearance is important, but don't confuse that with good looks or beauty. Above all, your appearance should not compete with what you have to say. Here are some tips about appearance:

- **Avoid stark contrast in your ensemble. That black dress with the broad white collar may look great in the office, but it won't on TV.**
- **Avoid clothing that is white, checked, striped or patterned loudly. Those patterns begin dancing under the lights and before long, viewers are mesmerized by them and no longer listening to you. And video cameras just don't like white.**
- **Also try to wear clothes that will complement the setting around you. If the set behind you and on either side of you follows a certain color scheme don't try to match completely with that color scheme. You are not trying to blend in like a chameleon. Remember that you are the subject, therefore you want to stand out. On the other hand, you also don't want to clash or look completely out of place, as with a tie that does not go well with a particular suit. If you are not sure what colors to wear, contact the set designer for some ideas on how to insure that you are more attractive than the set, but not clashing with the set.**
- **Avoid excessive jewelry that will clank and bright jewelry that will reflect light. Some materials can also play havok on microphones like Gortex windbreakers and leather jackets or pants that make noise every time you move or flex.**
- **And yes, unfortunately, it's true what they say about TV -- it does seem to add ten pounds to your face. If that's a concern to you, experiment with make-up to slim your face.**
- **Make-up for all on-camera talent is a must. It should be understated, but ample. Powder will help keep you dry under the hot studio lights and it is essential for a receding hairline. That shiny pate will capture everyone's attention -- at the expense of your subject matter.**

Now that you've selected your wardrobe, it's time to think about being on. Remember again that television exaggerates everything. If you touch your hair a lot or rub your nose, you're going to be sorry when you see the replay.

Try to relax while on the set, and feel free to be animated! It is OK to use gestures and move about a bit in your chair (from the waist up), but be consistent. Don't shift from one extreme to the other, for example going from sitting up straight to completely slouching, or shifting your entire body weight from far left to far right. The less you move, the easier it is for the cameras to keep your shot composed. Be aware of, but not distracted by, goings-on in the studio. People will be holding up cue cards and making hand signals. In most cases, those are for the host, not for you.

In preparing your presentation, remember the basic rules of speech-making:

1. Tell them what you're going to say.
2. Say it.
3. Then restate what you just said to them.

And most of all, have fun!